

NUZUNA Journal - February 2022



Recently I got this request from the CEO of [Nuzuna](#), Charles Charlie Laverty.

Gary my close friend and colleague, I'd like to feature you in an article the monthly Nuzuna Journal. I want to have a story on you, college, MBA, successful businessman, president of U.S. Judo Association and why you choose Nuzuna as your next success story. We will feature it in next month's issue.

So, based on Charlie's urgency, here is my story to the best of my recollection.

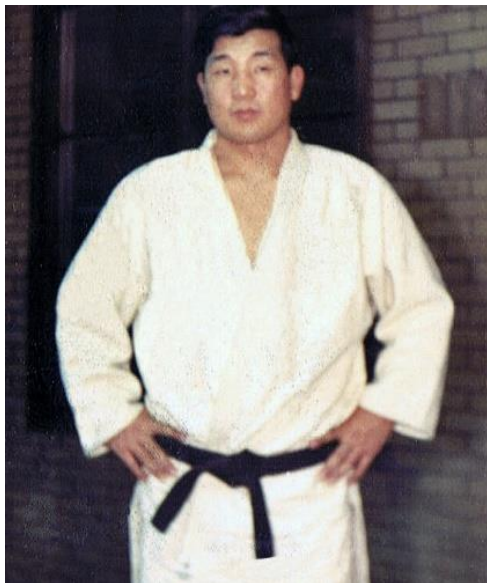
My Story – Gary Goltz

As a Baby Boomer, I grew up during 50's and the 60's in Squirrel Hill a middle class Jewish neighborhood which is part of the City of Pittsburgh, home of the Steelers. While sports were big in our town I preferred watching television.

One of the shows I loved to watch was 'Highway Patrol' which starred Academy Award Best Actor of 1949, Broderick Crawford. He played the no nonsense chief on this popular TV series which made an indelible impression on my personality. In fact after selling my home I.V. therapy business to Charlie in 1993, I bought a [55 Buick](#) and converted it to look like the one driven by Broderick on the show. That car of mine has been featured on CNN, written about in the LA Times, the Wall Street Journal and was even the subject of a documentary film, '[The Star and the Car](#)'.



Another TV show that made an indelible impression on me growing up was the 'Green Hornet' which co-starred [Bruce Lee](#) as Kato and introduced me to martial art in the Fall of 1966. The Atlantic June 2020 article on [What It Means To Be Bruce Lee](#) focuses on Bruce Lee's curiosity and quest for learning. These values are inherit in judo as Jigoro Kano it's founder was an educator and incorporated the quest for learning into judo.



Kyu Ha Kim in 1996 at my judo class in 1966

So Bruce Lee inspired me to enroll in a judo class at our local community center where I met the late [Kyu Ha Kim](#), grand champion of South Korea. When I first set eyes Mr. Kim I dreamed of the day when I could carry myself with the same level of confidence and poise that he emanated. Today, I hold an 8th degree black belt have served as President of both the Southern California as well as US Judo Association and run one of the [biggest judo programs](#) in the nation.



Some of my judo highlights include challenging [Jack Black on Conan](#)



And promoting [Ronda Rousey](#).



I also created the [Winter Nationals](#) which is today the largest judo tournament in the nation.



In terms of my education, I graduated the University of Pittsburgh cum laude in 1976 with a degree in Rhetoric and Communications. This served me well in my career which has been heavily sales oriented. Later I obtain my MBA from Pepperdine University's *President and Key Executive Program* in 1988.

My business career formally began in 1977 when I was hired as Pittsburgh branch manager what would become [Apria](#), which is today the largest provider of home medical equipment in the country. Prior to that I had worked a number of interesting jobs which included judo teacher, steel worker, cab driver, plumber's apprentice, and photographer.

Using the discipline developed from judo along with the support of my late father Julius Goltz I turned around the company more than doubling their income and profitability in my first year! I used much of the wisdom found in my father's four rules of business.

The Jules Rules: *aka Goltzen*

- **Always make the calls**
- **Always write things down**
- **Always follow-up *ASAP***
- **Always tell the truth...**



then you don't have to remember anything!

In 1979 I was promoted from Pittsburgh to Chicago branch manager where over the next 6 years I led the development of the company's largest and most profitable location doing \$15 million per year in revenue.

Then in 1985 I was promoted to California Vice President of Sales where Charles Laverty (aka Charlie) and I teamed up. At that time we were a division of Avon the cosmetic giant. Although we went through tumultuous times in our industry with abrupt Medicare reimbursement changes, the company survived and prevailed. It was during this same period that Charlie and I weeded out the group running our section of the company into the ground and became lifelong friends.

I founded my own home I.V. therapy company in 1989 and Charlie became CEO of Curaflex, a national home I.V. therapy company. 4 years later Charlie acquired my home I.V. therapy company as part of Curaflex and once again Charlie and I were a team. This time I helped Charlie change the company's focus to managed care contracts way ahead of its competition.

Charlie then led the effort to forge 4-way merger of the biggest players in the home I.V. industry which was raved about on Wall Street. The newco created [Coram](#), is today the largest provider of home I.V. therapy in the country and a division of CVS Pharmacy.

Charlie and I once again in 2000 teamed up this time at IMAGYN, a national manufacturer of reusable operating room equipment, innovative gynecology products and radioactive seeds used in prostate cancer treatment. When Charlie became CEO the company's prospects looked grim however within a few years he repositioned company which became a division of C.R. Bard and today is part of [BD Worldwide](#). During this iteration, I secured contracts with the biggest Group Purchasing Organizations (GPOs) which bode well in the sale to C.R. Bard.

I have seen Charlie prevail in the worst of circumstances; market crashes, governmental cut backs, double digit inflation, you name it. He took several companies public successfully, raised capital under adverse conditions, conducted multiple acquisitions on a national scale, and succeeded when the odds were down.

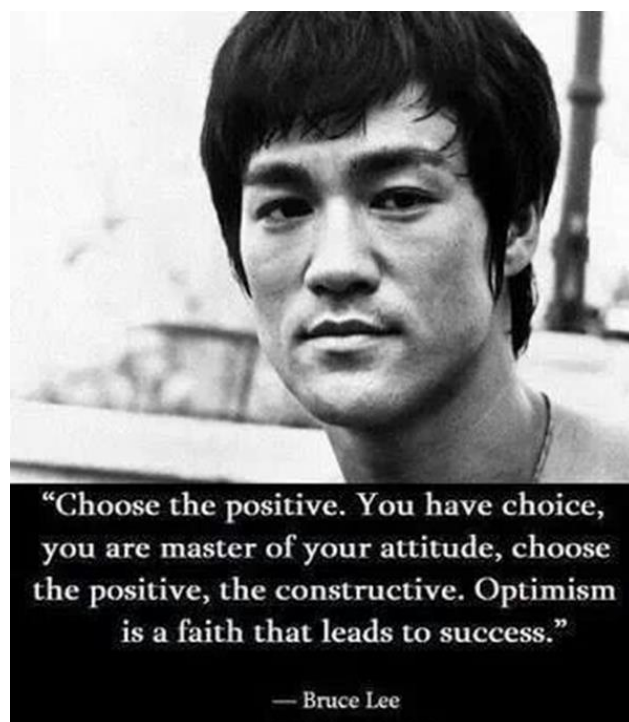
In the fall of 2019 I rejoined Charlie as [Nuzuna's Vice President of Corporate & Government Accounts](#).



Nuzuna's EMS technology is the most innovative development in the fitness marketplace to come along in decades. Bruce Lee understood this innovative approach towards fitness back in the early 60's!



[Bruce Lee was an innovator](#)



Charlie recognizing this opportunity jumped on it prior to the outbreak of the worst pandemic in a century. Just like other external environmental factors this too will pass. Strategically Nuzuna's EMS will prove to be a differentiator in the ever growing fitness industry and Nuzuna I'm confident will be another Charlie success story!